IN THE CLAIMS

1. (Currently amended) A system for profiling different users having a common terminal identifier comprising:

memory for storing user profile histories, each user profile history being stored in association with a key;

a server for receiving user activity data from clients over a computer network;

a user activity data analyzer for receiving the user activity data from the server and for extracting profile data from the user terminal activity data;

a user identifier for searching the user activity data for key data that identifies one of a user terminal and a user account and for determining whether the key data located in the user activity data corresponds to a key stored in the memory; and

a user profile generator for generating a user profile history from the extracted profile data and a user identifier key from the key data in response to the key data [[not]] corresponding to a key stored in the memory and for generating a user profile history and a user identifier key in response to the extracted profile data not corresponding to the user profile history stored in the memory in association with the key that corresponds to the key data, the generated user identifier key indicating the generated user profile history is associated with a user that is different than a user associated with the key stored in the memory.

2. (Currently amended) The system of claim 1 wherein the user ~~terminal~~ activity data is session data.

3. (Currently amended) The system of claim 1 wherein the user ~~terminal~~ activity data is browse period data.

4. (Currently amended) The system of claim 1 wherein the <u>extracted</u> profile data includes a site identifier, a resource identifier, and a terminal identifier.

5. (Currently amended) The system of claim 4 wherein the user profile generator generates the user profile history and the user identifier key in response to <u>the key data corresponding to a key stored in the memory and to</u> a low level <u>of</u> correlation <u>existing</u> between the site identifier and the resource identifier of the extracted profile data and [[the]] site identifiers and resource identifiers in the user profile history stored in <u>the memory in</u> association with the key <u>that corresponds to the key</u> data.

6. (Previously presented) The system of claim 5 wherein the extracted profile data includes metadata associated with the site identifier and the resource identifier.

7. (Currently amended) The system of claim 1 wherein the user identifier

identifies a user at a terminal <u>identified by a computer identifier</u> that generated

<u>the</u> user activity <u>data</u> received by the server by determining which one of at least

two <u>user</u> profile histories<u>, each of which is stored in the memory in association</u>

~~associated~~ with a key<u>, each key being associated with the computer identifier,</u>

~~stored in the memory~~ corresponds with the extracted profile data; and the system

further includes:

an advertising selector for selecting an advertising file for transmission to

the terminal, the selected advertising file corresponding to the identified user.

8. (Original) The system of claim 4 wherein the terminal identifier is a cookie.

9. (Original) The system of claim 4 wherein the terminal identifier is an Internet

protocol (IP) address.

10. (Original) The system of claim 6 wherein the terminal identifier is a subscriber

identifier.

11. (Original) The system of claim 10 wherein the subscriber identifier identifies a

cable television network subscriber, the session data identifies a tuned channel,

and the metadata identifies program content on the tuned channel.

12. (Currently amended) The system of claim 11 wherein the user identifier

identifies a user at a terminal <u>identified by a terminal identifier</u> that generated <u>the</u>

user activity <u>data</u> received by the server by determining which one of at least two

<u>user</u> profile histories<u>, each of which is stored in the memory in association</u>

~~associated~~ with a key<u>, each key being associated with the terminal identifier,</u>

~~stored in the memory~~ corresponds with the extracted profile data; and the system

further includes:

an advertising selector for selecting an advertising file for transmission to

the terminal, the selected advertising file corresponding to the identified user.

(Currently Amended) 13. A method for profiling different users having a common terminal identifier comprising:

storing user profile histories in a memory, each user profile history being stored in the memory in association with a key;

receiving the user activity data at a server from clients over a computer network;

receiving user activity data from the server;

extracting profile data from the user terminal activity data;

searching the user activity data for key data that identifies one of a user terminal and a user account;

determining whether the key data located in the user activity data corresponds to a key stored in the memory; [[and]]

generating a user identifier key from the key data and generating a user profile history from the extracted profile data in response to the key data corresponding to a key stored in the memory and the extracted profile data failing to correlate to the user profile history stored in the memory in association with the key stored in the memory; [[and]]

storing the generated user identifier key in the memory; and

storing the generated user profile history in the memory in association with the generated user identifier key and the key stored in the memory to which the key data corresponded so the generated user profile history is associated with a user that is different than a user associated with the user profile history stored in association with the key stored in memory to which the key data corresponded,

but both the generated user profile history and the user profile history stored in the memory are associated with the key that corresponded to the key data.

14. (Original) The method of claim 13 wherein the profile data is extracted from session data.

15. (Original) The method of claim 13 wherein the profile data is extracted from browse period data.

16. (Currently amended) The method of claim 13, the determination that the key data corresponds to a key stored in the memory includes: comparing [[of]] a site identifier and a resource identifier in the extracted profile data with [[the]] site identifiers and resource identifiers in <u>user</u> profile histories stored in the memory.

17. (Currently amended) The method of claim 16, the comparison of the site identifier and the resource identifier <u>in the extracted profile data</u> to site identifiers and resource identifiers in user profile histories further comprising:

detecting a low level of correspondence between the site identifier and the resource identifier of the extracted profile data and [[any]] <u>the</u> site identifiers and resource identifiers in [[the]] <u>a</u> user profile history stored in the memory ~~in association with the key~~.

18. (Currently amended) The method of claim 16 wherein the profile data extraction extracts metadata associated with the site identifier and the resource identifier in the extracted profile data.

19. (Currently amended) The method of claim 13 further comprising:

identifying a user at a terminal identified by a computer identifier that generated the user activity data received by the server by determining which one of at least two user profile histories, each of which is stored in the memory in association associated-with a key, each key being associated with the computer identifier, stored in the memory-corresponds with the extracted profile data; and

selecting an advertising file for transmission to the terminal, the selected advertising file corresponding to the identified user.

20. (Previously presented) The method of claim 16 wherein the comparison of site identifiers in the extracted profile data and the user profile histories stored in the memory compares cookies.

21. (Previously presented) The method of claim 16 wherein the comparison of site identifiers in the extracted profile data and the user profile histories stored in the memory compares Internet protocol (IP) addresses.

22. (Original) The method of claim 18 wherein the profile data extraction extracts a subscriber identifier that identifies a subscriber site on a cable television network.

23. (Currently amended) The method of claim 22 wherein the profile data extraction extracts a tuned channel identifier and metadata, the tuned channel identifier identifying a transmission channel to which a receiver is ~~turned~~ tuned at the identified subscriber site and the metadata identifies program content on the tuned channel.

24. (Currently amended) The method of claim 23 further comprising:

identifying a user at the subscriber site identified by the subscriber identifier by determining which one of at least two user profile histories, each of which is stored in the memory in association ~~associate~~ with [[the]] a key, each key being associated with the subscriber identifier for the subscriber site at which the user tuned the channel, corresponds with the extracted profile data; and

selecting an advertising file for transmission to the subscriber site, the selected advertising file corresponding to the identified user.